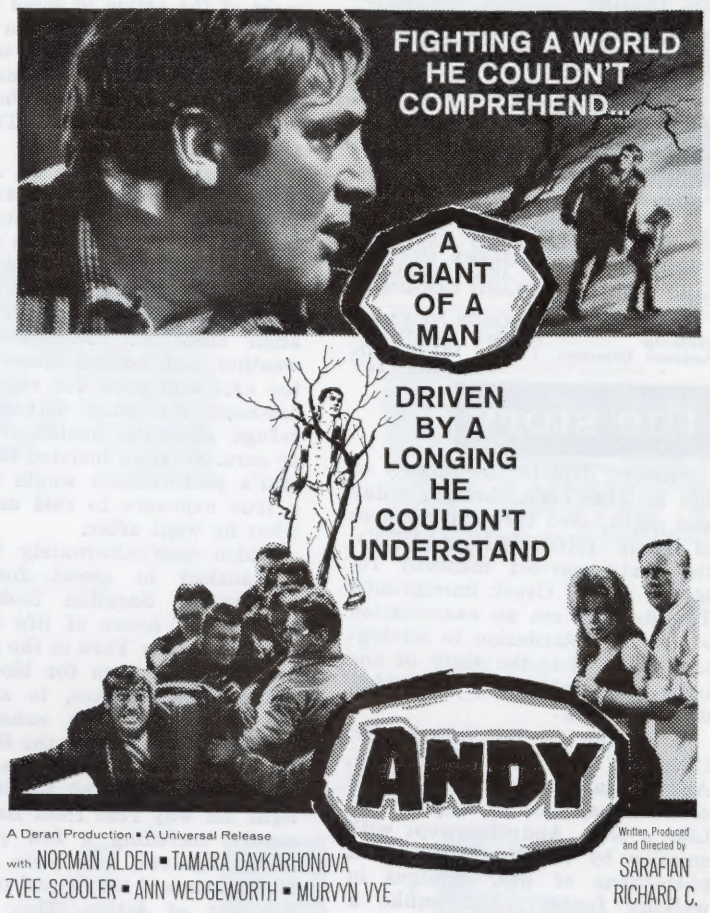
SHOWMAN'S MANUAL

A GIANT OF A MAN
WITH A GIANT'S STRENGTH AND THE GENTLENESS OF A CHILD
...then one night they goaded the giant to raging, explosive fury!
ANDY
A Deran Production ▪ A Universal Release
with NORMAN ALDEN ▪ TAMARA DAYKARHONOVA
ZVEE SCOOLER ▪ ANN WEDGEWORTH ▪ MURVYN VYE
Written, Produced and Directed by
SARAFIAN
RICHARD C.

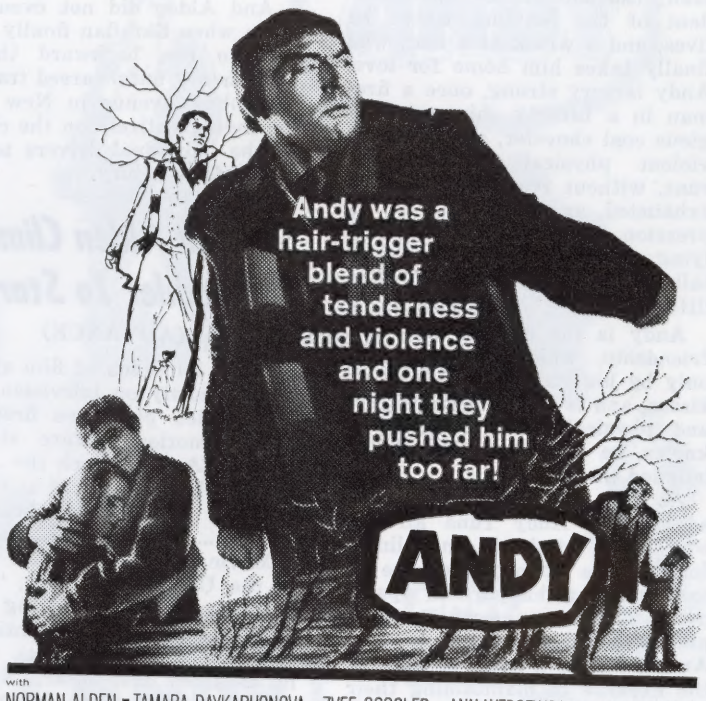
3111

Ad Mat No. 3111—3 Col. X 9¼"—390 Lines


FIGHTING A WORLD HE COULDN'T COMPREHEND...
A GIANT OF A MAN
DRIVEN BY A LONGING HE COULDN'T UNDERSTAND
ANDY
A Deran Production ▪ A Universal Release
with NORMAN ALDEN ▪ TAMARA DAYKARHONOVA
ZVEE SCOOLER ▪ ANN WEDGEWORTH ▪ MURVYN VYE
Written, Produced and Directed by
SARAFIAN
RICHARD C.

2111

Ad Mat No. 2111—2 Col. X 5¼"—146 Lines


Andy was a hair-trigger blend of tenderness and violence and one night they pushed him too far!
ANDY
with
NORMAN ALDEN ▪ TAMARA DAYKARHONOVA ▪ ZVEE SCOOLER ▪ ANN WEDGEWORTH ▪ MURVYN VYE
Written, Produced and Directed by RICHARD C. SARAFIAN A Deran Production ▪ A Universal Release

2115

Ad Mat No. 2115—2 Col. X 3⅞"—110 Lines

All advertising material in this press book, as well as all other newspaper and publicity material, has been approved under the MPAA Advertising Code as a self-regulatory procedure of the Motion Picture Association of America.

All inquiries on this procedure, which is voluntarily subscribed to by the major motion picture companies, may be addressed to: Advertising Code Administrator, Motion Picture Association of America, 522 Fifth Ave., New York City 36, N.Y.

billing

Universal
presents
"ANDY"
with
NORMAN ALDEN
TAMARA DAYKARHANOVA
ZVEE SCOOLER
ANN WEDGEWORTH
MURVYN VYE
Written, Produced and Directed by
RICHARD C. SARAFIAN
A Universal Release
A Deran Production

the cast

Andy ..... NORMAN ALDEN
Mrs. Cliadakis ..... TAMARA DAYKARHONOVA
Mr. Cliadakis ..... ZVEE SCOOLER
Margie ..... ANN WEDGEWORTH
Bartender ..... MURVYN VYE
Sommerville ..... AL NESOR
Simovich ..... WARREN FINNERTY

the staff

Produced and Directed by ..... RICHARD C. SARAFIAN
Screenplay by ..... RICHARD C. SARAFIAN
Photograghy ..... ERNESTO CAPPAROS
Production Manager ..... JERRY SHAPIRO
Film Editor ..... ARAM AVAKIAN
Sound ..... WILLARD GOODMAN
Costume Supervision ..... GEORGE NEWMAN
Make-up ..... IRVING BUCHMAN
Assistant Directors ..... LARRY STURHAHN and PAUL LEAF

the story

"Andy" depicts the impact of life in New York, through a day and night, seen through the eyes of Andy (NORMAN ALDEN), the forty-year-old mentally retarded son of Greek immigrants. The story is not an examination of mental retardation in sciological terms, it is the story of one individual told with heartfelt understanding.

According to his father, Mr. Cliadakis (ZVEE SCOOLER), Andy's brain has made all of the connections, except maybe one. Like a poet, Andy is swept with emotion by the tiny events and phenomena of life, indulges in walking fantasy, but unlike a poet, cannot express or articulate any of the friendliness, love, desire, frustration and rage that fill his life. Andy's flawed mind has given him life in an intensity that few people feel.

Andy wanders through the substrata of New York, without design but obviously returning to familiar scenes, meeting in quick succession three small children, a chestnut vendor, the permanent clients of a bar, sailors, Salvation Army singers, a blind man, the intolerant superintendent of the building where he lives, and a wreck of a man who finally takes him home for love. Andy is very strong, once a fireman in a Liberty ship, a prodigious coal choveler, and he needs violent physical exercise. He runs, without reason, until he is exhausted, as a need and an expression, and falls into fantasy, lying on a cold sidewalk, sees and talks with an unbelievably lovely little girl.

Andy is the soul of love and friendship, which he can show only by his smiles and hugs and kisses, and is only driven to rage and physical violence when he knows he is being cheated or laughed at.

At the end, after all of his adventures, Andy runs all the way home, at dawn, and climbs four stories up a fire escape in exuberation to his parents' apartment. These two sacrificing people had decided that day to send Andy away to a home because of the expense of maintaining their jobless son, and also because of the complaints of neighbors. But the joy in Andy's face makes committment to an institution an act of cruelty and Mr. Cliadakis decides then to find a new apartment for the family uptown, saying, "somewhere in this city is a ground floor apartment with a tree in front of it ....." during production."

TV Veterans Score In First Feature Film

(ADVANCE)

Starring Norman Alden in the title role, "Andy", produced, written and directed by Richard Sarafian, will be the new feature presentation beginning ..... at the ..... Theatre. The supporting cast includes Tamara Daykarhonova, Zvee Scooler, Ann Wedgeworth.

"Andy" is a first for many of the people who participate in its production. It is the first feature picture for Richard Sarafian who comes from the production ranks of television, and also the first full-length movie feature starring role for Norman Alden.

"Andy" Director Would Not Compromise With Realism

(ADVANCE)

After directing eighty hour-long television shows in the last two years, writer-director-producer Richard Sarafian reacted to the artificial sets, studio towns, and stunt men necessary in television and insisted on uncompromised reality in his first feature film, "Andy," which he wrote, produced and directed. Sarafian's script made unheard-of physical demands on the leading actor in the film, and set most of the action in some of the most difficult locations in New York City, in the dead of winter. The feature, starring Norman Alden in the title role, will be seen at the ..... Theatre starting .....

Sarafian's insistence on seeing his players in the world as it is took Alden into snow, ice and fifty miles per hour winds at the edge of the Hudson River for a three-week period, mostly on an all-night shooting schedule. Sarafian made no concessions for weather and worked himself and the cast and crew for eight and ten-hour stretches without the refuge of tents, heated trailers, or cars. Sarafian insisted that his star's performance would reflect a true exposure to cold and got what he went after.

Alden was alternately frozen or soaked in sweat for two months as Sarafian took him through 24 hours of life in the streets of New York in the script, asking him to run for blocks in innumerable retakes, to achieve the reality of true exhaustion in Alden's face. After the Hudson River sequences, Alden was taken to a bar and asked to literally fight his way free from some 26 extras, including a few professional fighters, who were promised a bonus if they could put Alden out of action. They could not, which is only one of the reasons why Alden was chosen for his first starring role over many name Hollywood actors. Sarafian had first discovered Alden in a Western he was directing for television, in which Alden was virtually blown into the air in a planned series of explosions. Sarafian was taken then with Alden's athletic quality and knew that he could survive the terrible physical demands of "Andy" without temperament.

And Alden did not even complain when Sarafian finally asked him to run backward through some heavy unrehearsed traffic on Columbus Avenue in New York, depending entirely on the charity of the individual drivers to save Alden from injury.

Norman Alden Climbs The Ladder To Stardom

(ADVANCE)

After hundreds of film appearances, mostly on television, Norman Alden plays his first full-length motion picture starring role in "Andy," which the ..... Theatre has announced as its new feature presentation beginning .....

Movie fans will recall Alden in the Universal picture, "Man's Favorite Sport," starring Rock Hudson and Paula Prentiss. In this comedy, which was shown in theatres last year, Norman Alden gave a very funny portrayal of the Indian con man, John Screaming Eagle. It was this fine comic interpretation, following his established diversity as a star performer on TV, that decided Universal to star him in the demanding title role of "Andy," first motion picture feature, written, directed and produced by Richard Sarafian.

In "Andy," Alden portrays the sensitive son of Greek immigrant parents, who wanders and runs through 24 hours of the fantastic life of the streets, during which he meets an entire gallery of big city individuals with whom he tries desperately to express love, humor and the innate goodness of himself. It is a tour de force role, requiring a full-fledged starring performance.

Alden believes now that he was hired as a so-called unknown, because no established star would have submitted to the physical demands of the part.

In "Andy," Norman Alden is supported by a cast including Tamara Daykarhonova, Zvee Scooler, Ann Wedgeworth, Murvyn, Vye, Al Nesor and Warren Finnerty.

ANDY (1B)

Ann Wedgeworth listens to Norman Alden's troubles, in this touching scene from Universal's new dramatic hit, "Andy," produced, directed and written by Richard C. Sarafian.
Still No. 1942-11

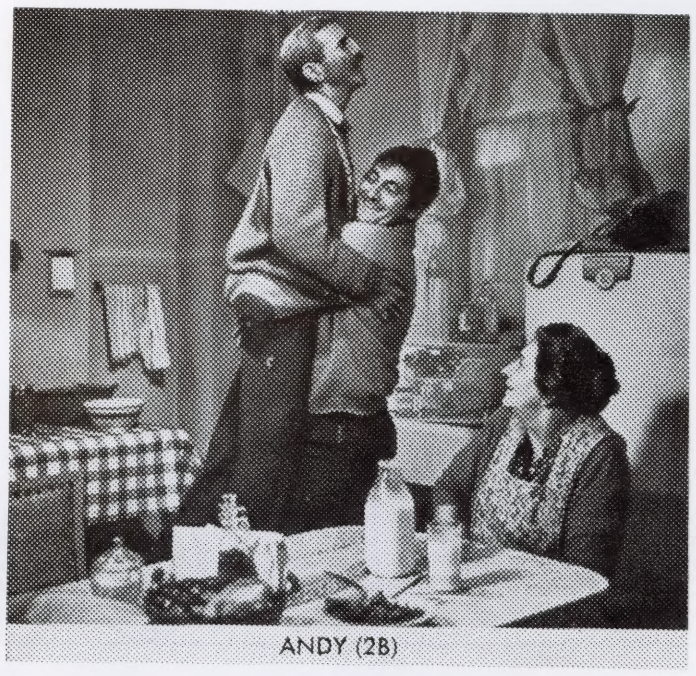
Real-Life Experience Pays off for "Andy" Producer-Director

(CURRENT)

In his first full-length feature film, "Andy," starring Norman Alden, which is now playing at the ..... Theatre, writer-director-producer Richard Sarafian staged one of the most realistic saloon brawls ever seen on film, but he insists his apprenticeship as the director of 80 television films has nothing to do with it. "I could have done this as well the first time I stood behind a camera," he says, with a charming lack of modesty. "I was a bartender in one of the toughest bars in New York, at 26th Street and 8th Avenue, while I was working my way through New York University. I've stopped more fights than I've directed."

To achieve the absolute realism that the film demanded, Sarafian rented an unused bar at 95th Street and Columbus Avenue, and sent a casting agent out to round up the toughest group of extras he could find. He came back with such specimens as Tony Amato, a professional prizefighter, and heightened the action even further by promising each of the men an extra $25 if he looked like he was really fighting in the finished film.

Another advantage was that Alden agreed to play himself in the fight, refusing a double. Sarafian also refused to use breakaway furniture, stunt doubles or extras. The results were sickening to watch. The camera photographed the fight without a break, as steel tables and heads hit the tile floor with solid crashes, and the fighters threw Alden into the bar. Alden, a veteran of such fights for Sarafian in Hollywood television films, managed to get free of his attackers, despite the bonus they were offered for bringing him down. And there were no injuries.



ANDY (2B)

Norman Alden, portraying the title role in the new Universal dramatic hit, "Andy," has a happy moment with his parents, portrayed by Tamara Daykarhanova and Zvee Scooler.
Still No. 1942-32

ANDY (2A)

Pretty Ann Wedgeworth, and Norman Alden in a scene from Universal's new dramatic hit, "Andy," in which Alden is seen in the title role. The film was produced, directed and written by Richard C. Sarafian.
Still No. 1942-12

"Andy" Staff Finds New York Ideal Place For Shooting Film

(ADVANCE)

When a writer submits a script to a Hollywood studio that calls for location shooting in New York, a visible shudder goes through the front office. For twenty years, New York has had the reputation of being the toughest, most expensive location for films. Most producers would rather shoot in a rain forest or the Arctic, and New York scenes are generally filmed on the backlot in Hollywood, where there are more traditional old New York streets than there are in New York.

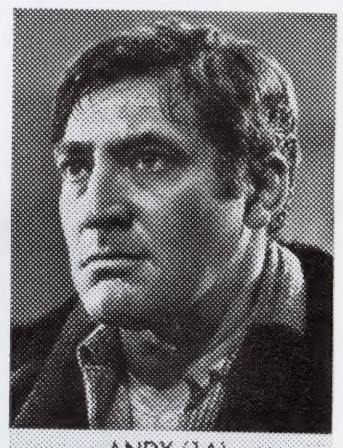
Young writer-director-producer Richard Sarafian submitted a script to Universal for a picture titled "Andy," a story set in New York that demanded absolute realism. Universal agreed to the New York location but warned Sarafian to expect trouble. Not only was there a minimum of trouble but Sarafian now realizes that it would have been impossible to make the picture anywhere else. The film, which stars Norman Alden in the title role, will begin an engagement at the .... Theatre on .....

Sarafian's first break came when he hired young Jerry Shapiro as production manager, to solve all of the technical problems of filming in New York. Shapiro was already a veteran of eight full-length films and fifty television shows shot on location, including "Naked City," and he knew the city better than Mayor Wagner.

Shapiro rejected the myth of New York being a tough film town: "It is exactly the reverse," he said.

"The only things Sarafian brought from Hollywood were the script, the money, the lead, Norman Alden, and the idea that New York was tough. He found the best possible cameraman for this picture, Ernesto Capparos, in New York. He cast the entire picture in New York. New York is the only city in the world where you can make one telephone call to the city government and get all of the departmental permissions you need from one man. The script has a long shot of Norman Alden running through the crowds on 42nd Street. We got the shot from two angles, from a Volkswagen following Alden and from a wheelchair we used as a camera dolly. It would have been difficult to do that in Hollywood, where the set would have cost more than the Aswan Dam.

"There are so many free production values here. New York has everything. If you need a bee-keeper's smoke pot, there is a bee-keeper's supply house, or most anything else that is needed



ANDY (1A)

Norman Alden, as he appears in the title role of Universal's new dramatic hit, "Andy," a Deran production written, produced and directed by Richard C. Sarafian.
Still No. 1942-3

"Andy" Star Tempts Fate For Realistic Scenes

(ADVANCE)

For a 20-second sequence in Richard Sarafian's "Andy," while shooting on location in New York's upper West Side, Norman Alden, in his first starring role, took his life in his hands and ran backwards through moving busses, trucks and cars on Columbus Avenue at 95th Street

Producer-director-writer Sarafian made the stunt even more hazardous by holding the evening traffic a block north of the shot until he built up a reserve of fifty enraged drivers, and then let them go. Fortunately, all of the drivers' reflexes were good, and the big Klieg lights provided perfect visibility. Alden brought off the shot in three takes and was unconcerned. He said it was easy compared to a stunt Sarafian had put him through in a Hollywood television Western, riding a horse at a gallop in three inches of mud laid down on concrete. After he got that shot, Alden says, the Hollywood stunt men told him they would never have tried it, not even at the going rate of $600 a take.

"Andy," starring Norman Alden in the title role, additionally featuring Tamara Daykarhonova, Zvee Scooler, Ann Wedgeworth, Muryn Vye, Al Nesor and Warren Finnerty, will begin an engagement ..... at the ..... Theatre.

GO ALL OUT ON "ANDY"

EXPLOITATION

NEWSPAPER QUOTE AD and GIVE A WAY LEAFLET

ANDY received rave reviews from the New York newspaper critics, and went on to do excellent business in its smash New York premiere engagement.

ANDY is an utterly fascinating and very special motion picture, just as the blockbuster "Marty" was very special. Your exploitation campaign on ANDY requires careful preplanning in order to make your patrons aware that this is an excitingly different motion picture that they will always remember. Following through on this idea, make up a special ANDY Newspaper Quote Ad — and print up this ad as a give-a-way leaflet, in addition — utilizing the following terrific excerpts from the great New York newspaper reviews:

"A picture of considerable quality. Uncommonly good performances from top to bottom. The sense of reality is maintained to an extent not often found in movies of this kind or any other. Sarafian has worked extremely well . . . the mark of a rare ability. This tour-de-force overwhelms the spectator."

—Archer Winsten, Post

"A forthright demonstration of the pathos and irony of a subnormal human condition . . . directed by Richard C. Sarafian in an interesting style. He has a talent and a feeling for humanity. Sensitive and well done."

—Bosley Crowther, N. Y. Times

" 'ANDY' attempts to explore a relatively neglected subject . . . the attempt is noble . . . Mr. Sarafian is interested in the emotional and humanistic values of his story."

—Judith Crist, Herald Tribune

" 'ANDY' rates a great commendation for exploring an untrodden movie territory. Norman Alden stirs up a remarkable storm and creates a poetic area of insight into 'ANDY'."

—Alton Cook, World-Telegram-Sun

SPECIAL NEWSPAPER PHOTO LAYOUT PROCLAIMING "ANDY" A FILM TO REMEMBER!

ANDY is an excitingly new motion picture from an exceptionally talented new film-maker — Richard C. Sarafian — and it promises to make its mark, boxoffice-wise as well as critically, in the tradition of the GREAT ONES, such as "Marty," "The Catered Affair," "The L-Shaped Room," etc. ANDY, like the aforementioned films, is a motion picture you will always remember.
Make up a special newspaper photo layout utilizing the above as your theme, with shots from ANDY and also from the other great films — "Marty," "L-Shaped Room," etc.

THE TRAILER

The terrific trailer for ANDY is a hard-hitting, powerful SELL for the picture. All of the stimulating, provocative drama of the film is embodied in capsule form in the ANDY trailer. Book it today from your local National Screen Service Exchange.

WINDOW CARDS AND ACCESSORIES

Be sure and utilize the eye-catching window cards and accessories we have prepared for this important film. Your campaign should take full advantage of them.
Order your ANDY window cards and accessories NOW.

SPECIAL SCREENINGS FOR WORD-OF-MOUTH EXCITEMENT

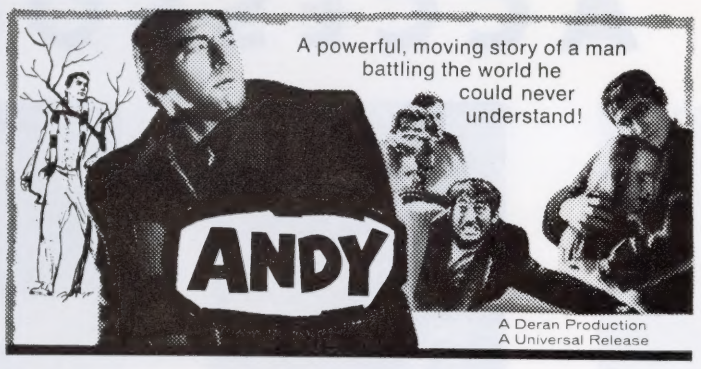
Extra-excitement will be generated for your engagement of ANDY when the "word-is-out" that the film is GREAT! And word-of-mouth is an important asset for ANDY. Start the ball rolling by screening the film for important dignitaries of your town — the Mayor, Civic Leaders, Women's Groups, etc. This will spread the word around that ANDY is indeed a film to remember, and the public will eagerly anticipate the film's debut.

SUGGESTED COPY FOR LIVE RADIO SPOTS

(ONE MINUTE)
ANNOUNCER:
Hailed a hit by the New York critics . . . a major boxoffice success in all corners of the world . . . now you can see "ANDY" . . . a deeply moving and emotional motion picture experience . . . a film in the tradition of the great ones . . . "ANDY," from Universal Pictures . . . It's the motion picture for everyone to see . . . you will long remember "ANDY" . . . starring exciting new star Norman Alden in the title role, delivering a performance that may well win him an Academy Award nomination . . . Universal's "ANDY" . . . starts ..... at the .....Theatre.

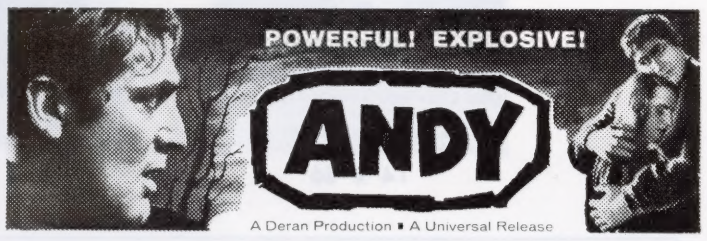
(30 SECONDS
ANNOUNCER:
A deeply moving and emotional motion picture experience for everyone . . . Universal's "ANDY," starring Norman Alden in the title role, delivering a performance of Academy Award calibre . . . "ANDY," from Universal Pictures . . . a motion picture you will long remember! . . . produced, directed and written by exciting new film-maker Richard C. Sarafian . . . "ANDY" starts ..... at the .....Theatre.

(15 SECONDS)
ANNOUNCER:
The New York critics hailed it a hit . . . audiences around the world are flocking to see it . . . it's Universal's "ANDY" . . . one of the most deeply moving and emotional motion picture experiences ever . . . "ANDY" . . . starts ..... at the .....Theatre.


A powerful, moving story of a man battling the world he could never understand!
ANDY
A Deran Production
A Universal Release

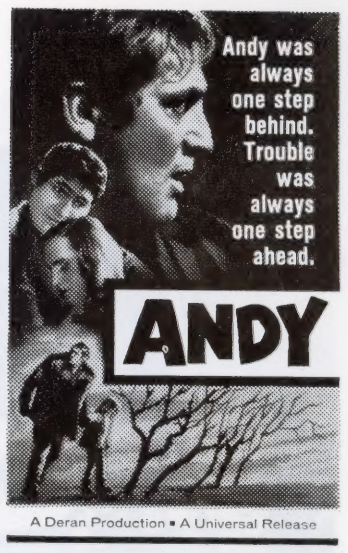
2113

Ad Mat No. 2113—2 Col. X 1¾"—50 Lines



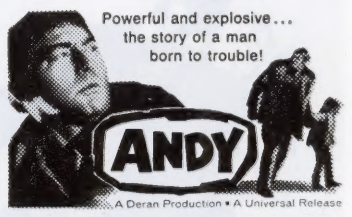
2114

Ad Mat No. 2114—2 Col. X 1⅛"—32 Lines



1111

Ad Mat No. 1111
1 Col. X 2¾"—38 Lines



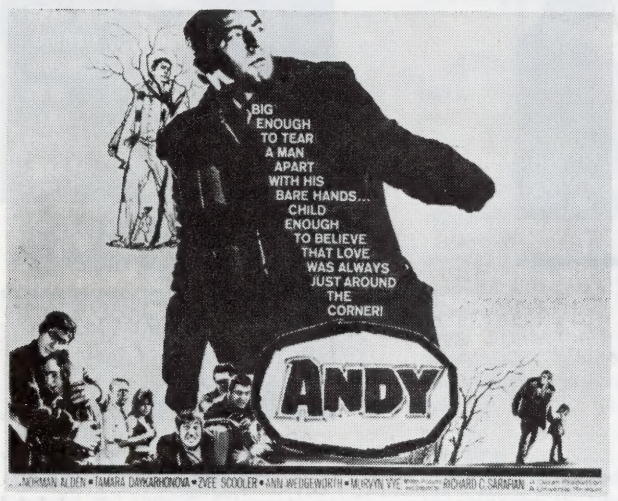
1112

Ad Mat No. 1112
1 Col. X 1"—15 Lines

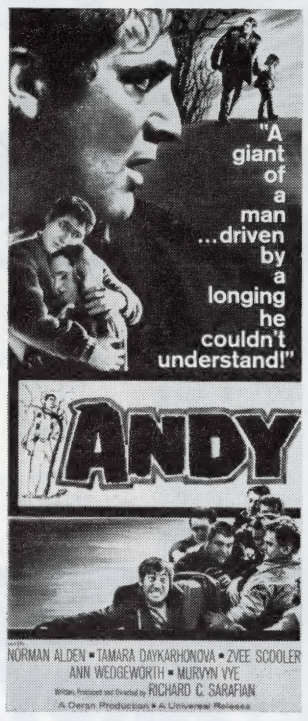
Andy was always one step behind. Trouble was always one step ahead.
A powerful, moving story of a man battling the world he could never understand!
ANDY
A GIANT OF A MAN
DRIVEN BY A LONGING HE COULDN'T UNDERSTAND

Utility Mat No. 1

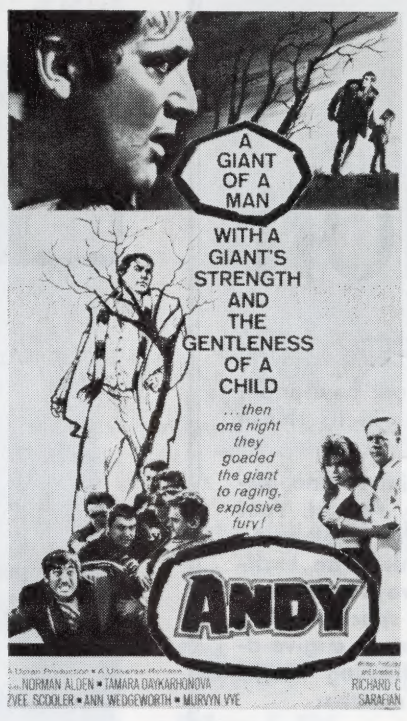
ACCESSORIES


BIG ENOUGH TO TEAR A MAN APART WITH HIS BARE HANDS... CHILD ENOUGH TO BELIEVE THAT LOVE WAS ALWAYS JUST AROUND THE CORNER!
ANDY
NORMAN ALDEN • TAMARA DAYKARHONOVA • ZVEE SCOOLER • ANN WEDGEWORTH • MURVYN VYE
RICHARD C. SARAFIAN

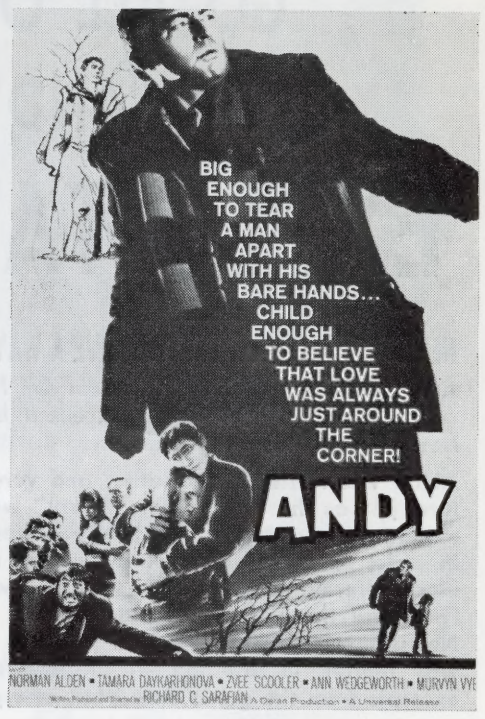
22 x 28


"A giant of a man ...driven by a longing he couldn't understand!"
ANDY
NORMAN ALDEN • TAMARA DAYKARHONOVA • ZVEE SCOOLER
ANN WEDGEWORTH • MURVYN VYE
RICHARD C. SARAFIAN
A Deran Production • A Universal Release

14 x 36

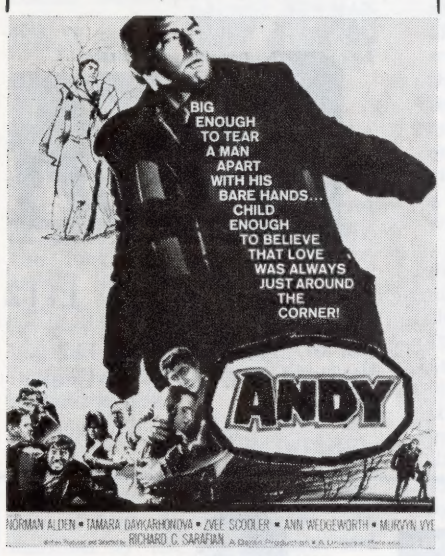

A GIANT OF A MAN
WITH A GIANT'S STRENGTH AND THE GENTLENESS OF A CHILD
...then one night they goaded the giant to raging, explosive fury!
ANDY
NORMAN ALDEN • TAMARA DAYKARHONOVA
ZVEE SCOOLER • ANN WEDGEWORTH • MURVYN VYE
RICHARD C. SARAFIAN

3 SHEET


BIG ENOUGH TO TEAR A MAN APART WITH HIS BARE HANDS... CHILD ENOUGH TO BELIEVE THAT LOVE WAS ALWAYS JUST AROUND THE CORNER!
ANDY
NORMAN ALDEN • TAMARA DAYKARHONOVA • ZVEE SCOOLER • ANN WEDGEWORTH • MURVYN VYE
RICHARD C. SARAFIAN A Deran Production • A Universal Release

1 SHEET

THEATRE IMPRINT

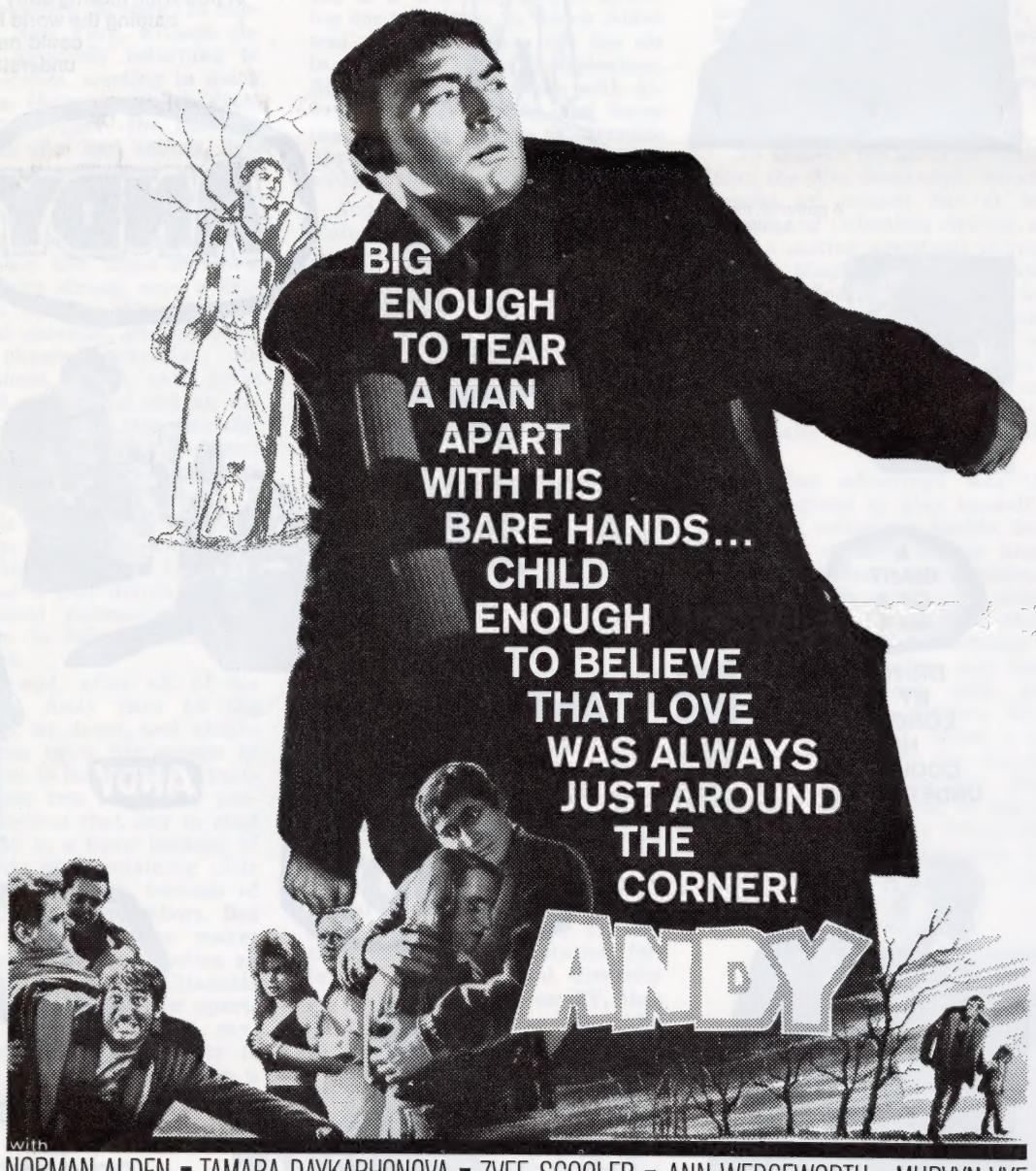

BIG ENOUGH TO TEAR A MAN APART WITH HIS BARE HANDS... CHILD ENOUGH TO BELIEVE THAT LOVE WAS ALWAYS JUST AROUND THE CORNER!
ANDY
NORMAN ALDEN • TAMARA DAYKARHONOVA • ZVEE SCOOLER • ANN WEDGEWORTH • MURVYN VYE
RICHARD C. SARAFIAN A Deran Production • A Universal Release

WINDOW CARD

Order trailer, slide, ad and scene mats and other accessories from your local National Screen Service Exchange

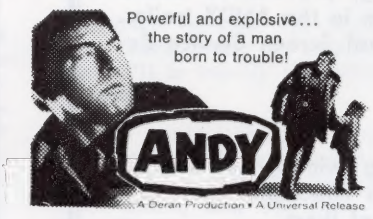
SPECIAL COMPOSITE MAT

EVERYTHING YOU NEED FOR A COMPLETE CAMPAIGN, ALL ON ONE MAT

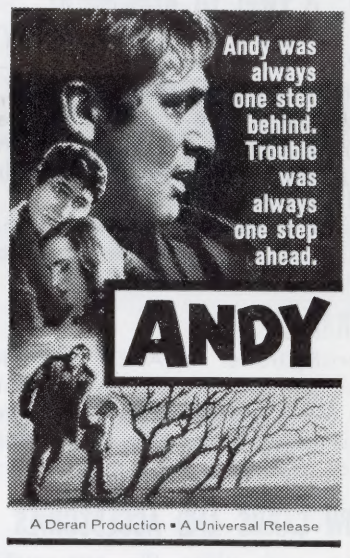

BIG ENOUGH TO TEAR A MAN APART WITH HIS BARE HANDS... CHILD ENOUGH TO BELIEVE THAT LOVE WAS ALWAYS JUST AROUND THE CORNER!
ANDY
with
NORMAN ALDEN ■ TAMARA DAYKARHONOVA ■ ZVEE SCOOLER ■ ANN WEDGEWORTH ■ MURVYN VYE
Written, Produced and Directed by RICHARD C. SARAFIAN A Deran Production ■ A Universal Release

Ad Mat No. 3112—3 Col. X 7"—291 Lines

ANDY (1B)



Ad Mat No. 1112
1 Col. X 1"—15 Lines



Ad Mat No. 1111
1 Col. X 2¾"—38 Lines

ANDY (2B)

SPECIAL MAT NO. 1

ORDER BY NAME AND NUMBER FROM NATIONAL SCREEN SERVICE

INDIVIDUAL MATS PICTURED ABOVE MAY BE ORDERED SINGLY (By number indicated) AT THE REGULAR PRICE!

Scanned from the collections of the Wisconsin Center for Film and Theater Research, with support from Columbia University Libraries

Wisconsin Center
for Film and Theater Research

https://wcftr.commarts.wisc.edu

MEDIA HISTORY DIGITAL LIBRARY

https://www.mediahistoryproject.org